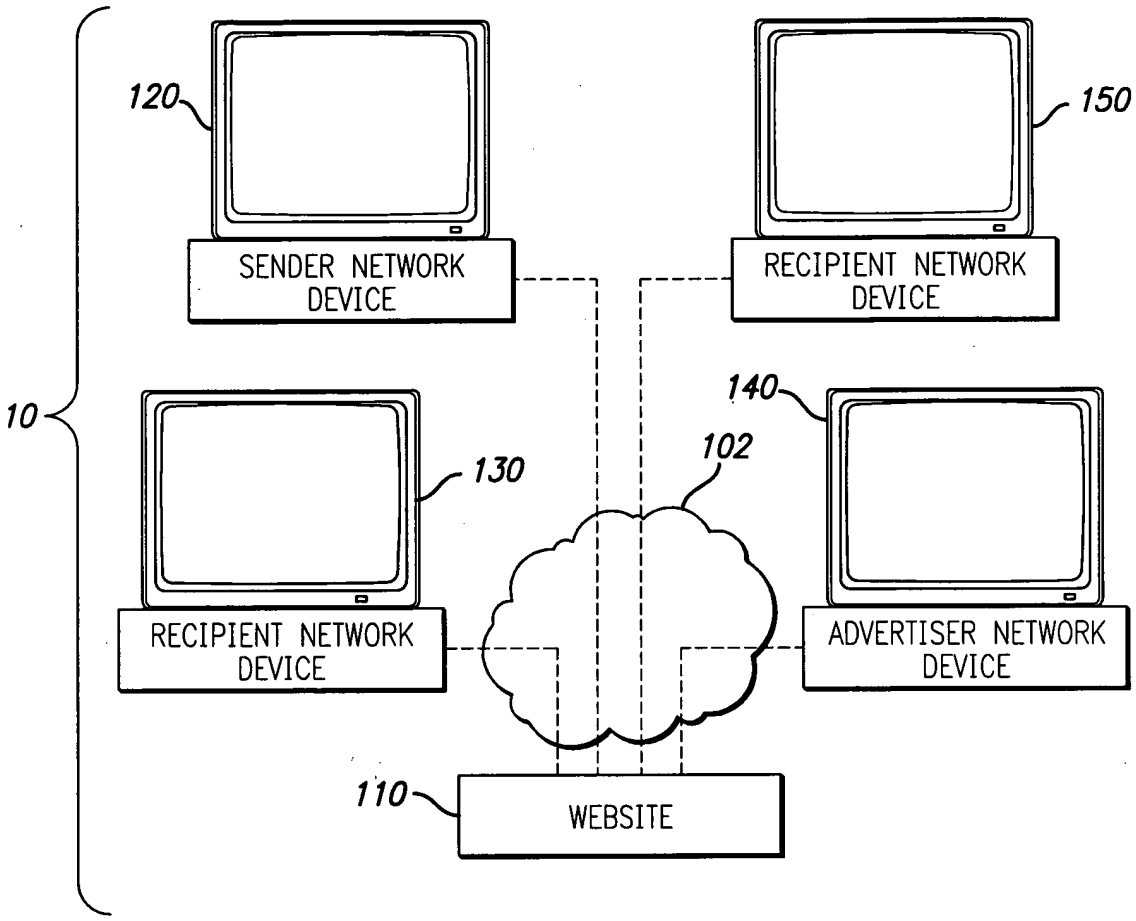

10
120
SENDER NETWORK DEVICE
150
RECIPIENT NETWORK DEVICE
130
RECIPIENT NETWORK DEVICE
140
ADVERTISER NETWORK DEVICE
102
110
WEBSITE

FIG. 1

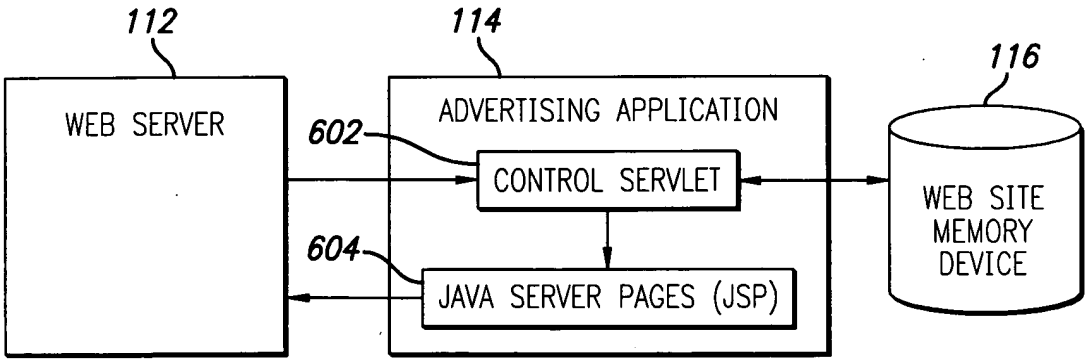

112
WEB SERVER
114
ADVERTISING APPLICATION
602
CONTROL SERVLET
604
JAVA SERVER PAGES (JSP)
116
WEB SITE MEMORY DEVICE

FIG. 6

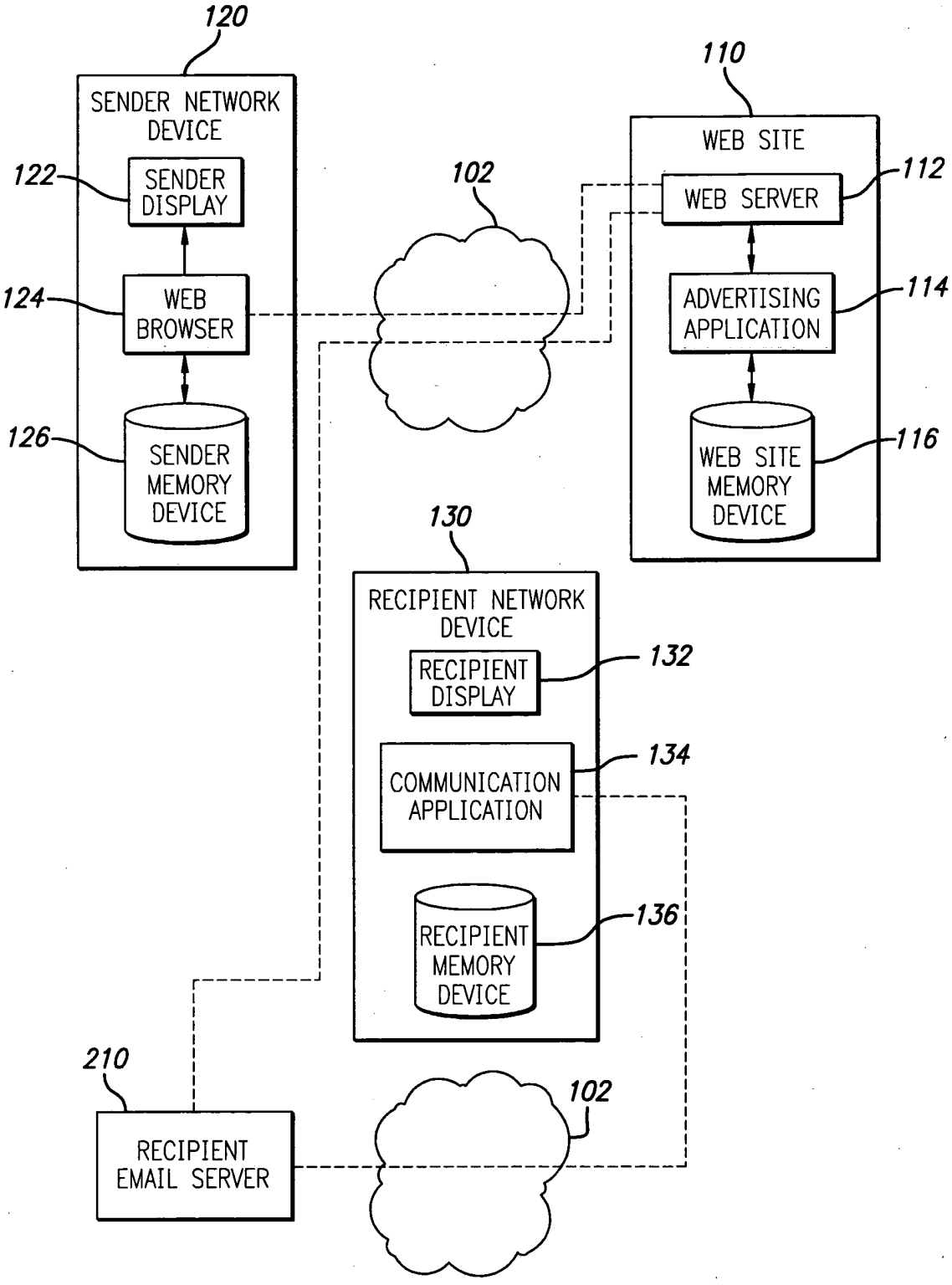

120
SENDER NETWORK DEVICE
122
SENDER DISPLAY
124
WEB BROWSER
126
SENDER MEMORY DEVICE
102
110
WEB SITE
112
WEB SERVER
114
ADVERTISING APPLICATION
116
WEB SITE MEMORY DEVICE
130
RECIPIENT NETWORK DEVICE
132
RECIPIENT DISPLAY
134
COMMUNICATION APPLICATION
136
RECIPIENT MEMORY DEVICE
210
RECIPIENT EMAIL SERVER
102

FIG. 2

POSITA Thesis

FIG. 3

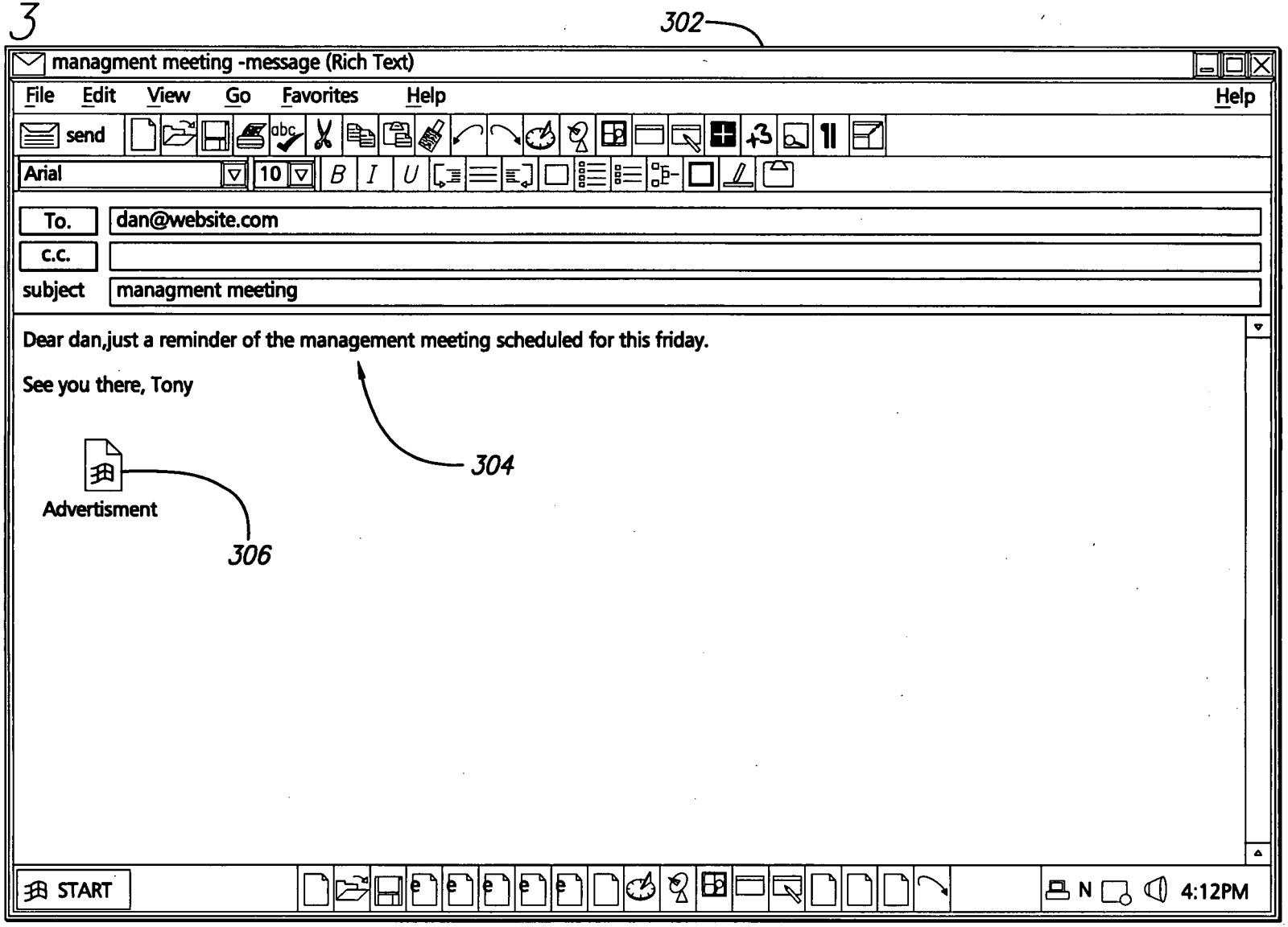
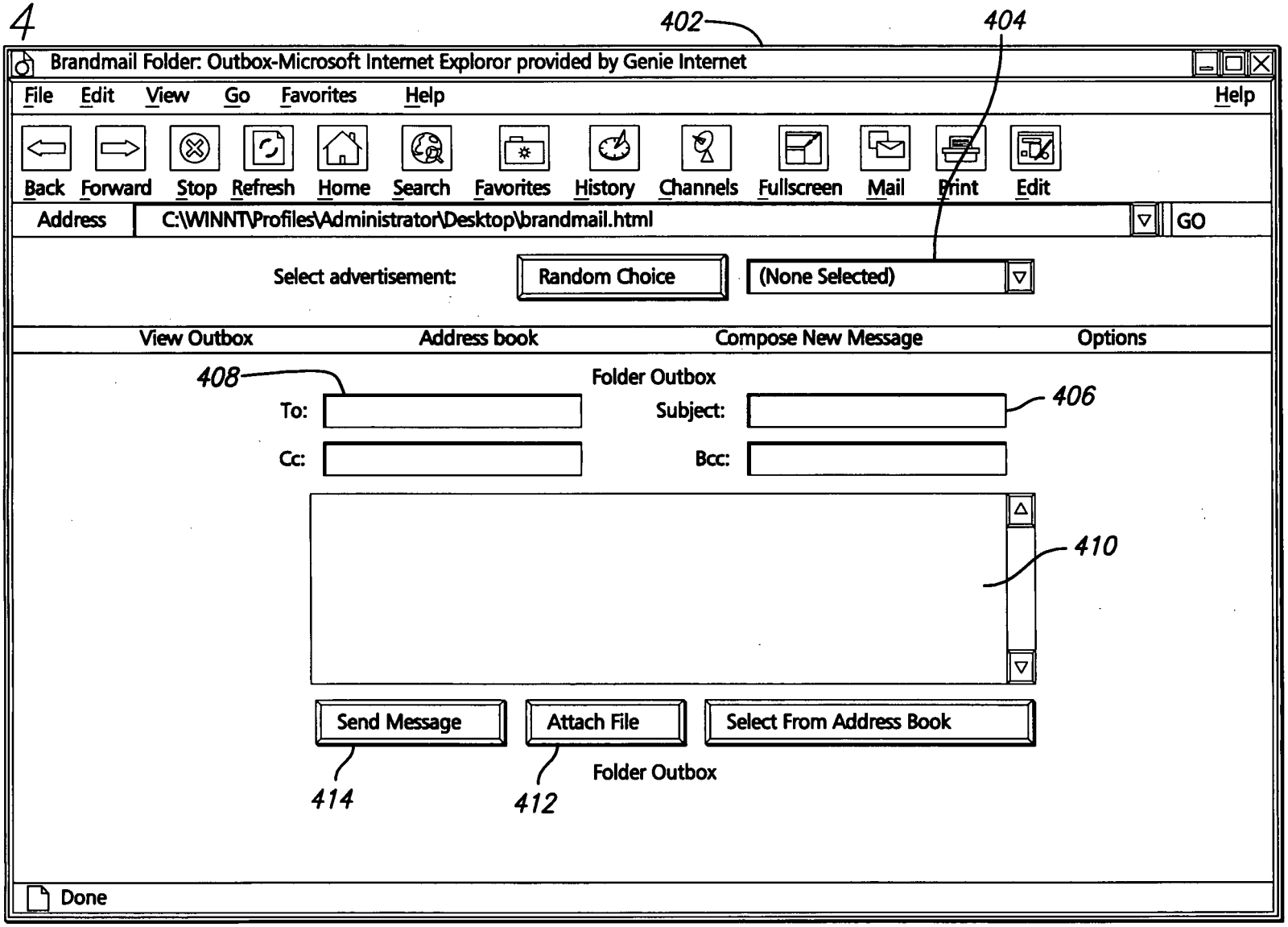


FIG. 4


402
404
Brandmail Folder: Outbox-Microsoft Internet Exploror provided by Genie Internet
File Edit View Go Favorites Help
Help
Back Forward Stop Refresh Home Search Favorites History Channels Fullscreen Mail Print Edit
Address
C:\WINNT\Profiles\Administrator\Desktop\brandmail.html
GO
Select advertisement:
Random Choice
(None Selected)
View Outbox
Address book
Compose New Message
Options
408
Folder Outbox
To:
Subject:
406
Cc:
Bcc:
410
Send Message
Attach File
Select From Address Book
414
412
Folder Outbox
Done

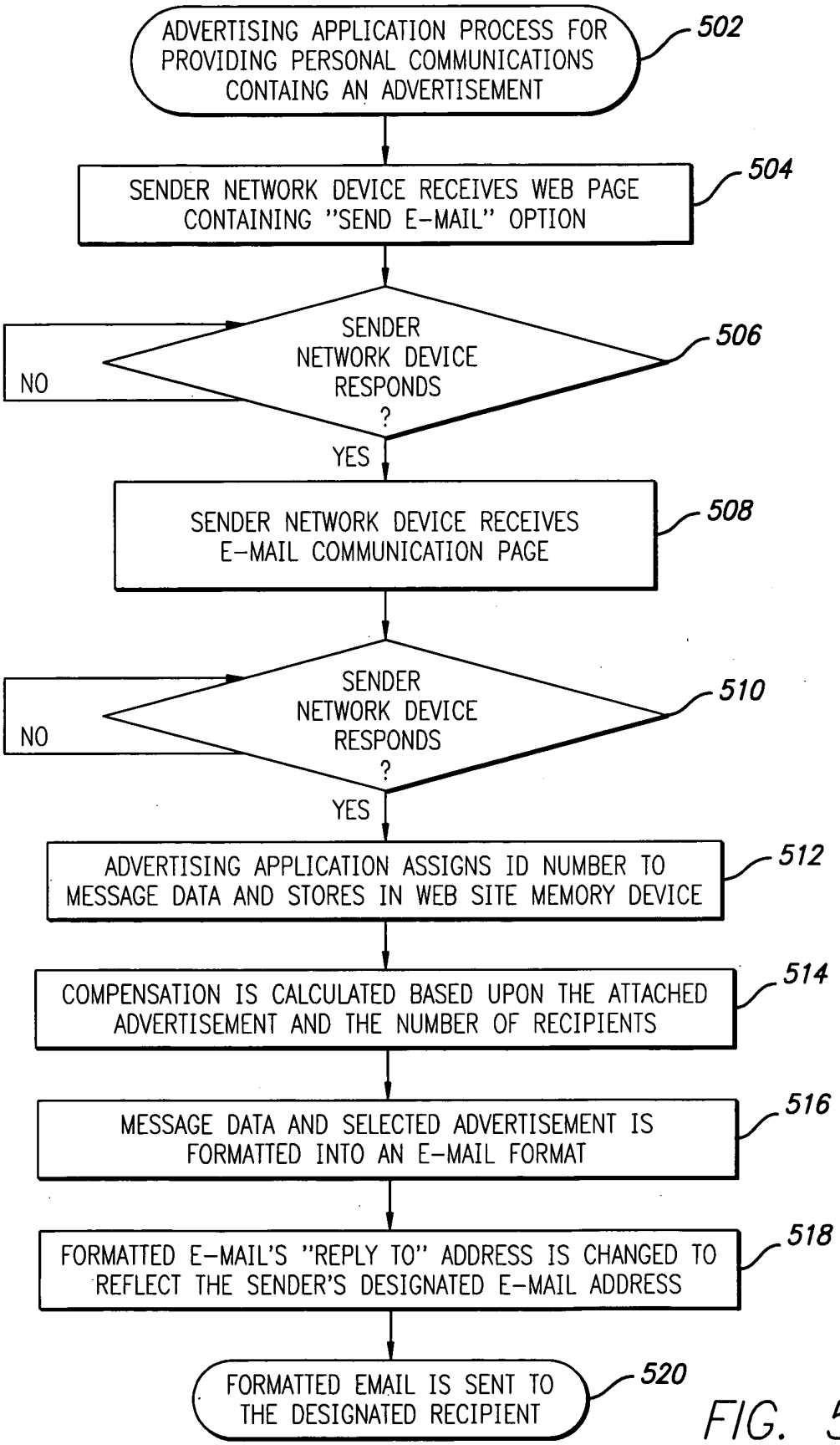

ADVERTISING APPLICATION PROCESS FOR PROVIDING PERSONAL COMMUNICATIONS CONTAING AN ADVERTISEMENT
502
SENDER NETWORK DEVICE RECEIVES WEB PAGE CONTAINING "SEND E-MAIL" OPTION
504
SENDER NETWORK DEVICE RESPONDS ?
506
NO
YES
SENDER NETWORK DEVICE RECEIVES E-MAIL COMMUNICATION PAGE
508
SENDER NETWORK DEVICE RESPONDS ?
510
NO
YES
ADVERTISING APPLICATION ASSIGNS ID NUMBER TO MESSAGE DATA AND STORES IN WEB SITE MEMORY DEVICE
512
COMPENSATION IS CALCULATED BASED UPON THE ATTACHED ADVERTISEMENT AND THE NUMBER OF RECIPIENTS
514
MESSAGE DATA AND SELECTED ADVERTISEMENT IS FORMATTED INTO AN E-MAIL FORMAT
516
FORMATTED E-MAIL'S "REPLY TO" ADDRESS IS CHANGED TO REFLECT THE SENDER'S DESIGNATED E-MAIL ADDRESS
518
FORMATTED EMAIL IS SENT TO THE DESIGNATED RECIPIENT
520

FIG. 5

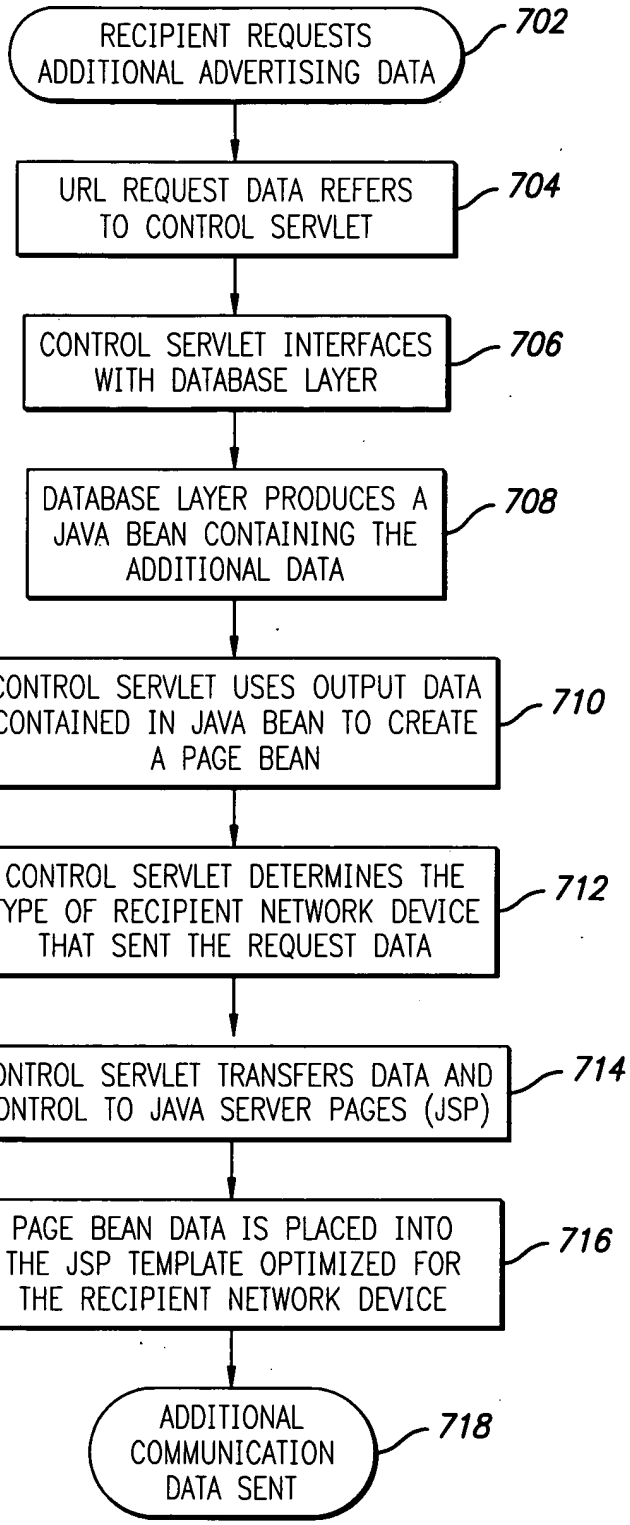

RECIPIENT REQUESTS ADDITIONAL ADVERTISING DATA
702
URL REQUEST DATA REFERS TO CONTROL SERVLET
704
CONTROL SERVLET INTERFACES WITH DATABASE LAYER
706
DATABASE LAYER PRODUCES A JAVA BEAN CONTAINING THE ADDITIONAL DATA
708
CONTROL SERVLET USES OUTPUT DATA CONTAINED IN JAVA BEAN TO CREATE A PAGE BEAN
710
CONTROL SERVLET DETERMINES THE TYPE OF RECIPIENT NETWORK DEVICE THAT SENT THE REQUEST DATA
712
CONTROL SERVLET TRANSFERS DATA AND CONTROL TO JAVA SERVER PAGES (JSP)
714
PAGE BEAN DATA IS PLACED INTO THE JSP TEMPLATE OPTIMIZED FOR THE RECIPIENT NETWORK DEVICE
716
ADDITIONAL COMMUNICATION DATA SENT
718

FIG. 7

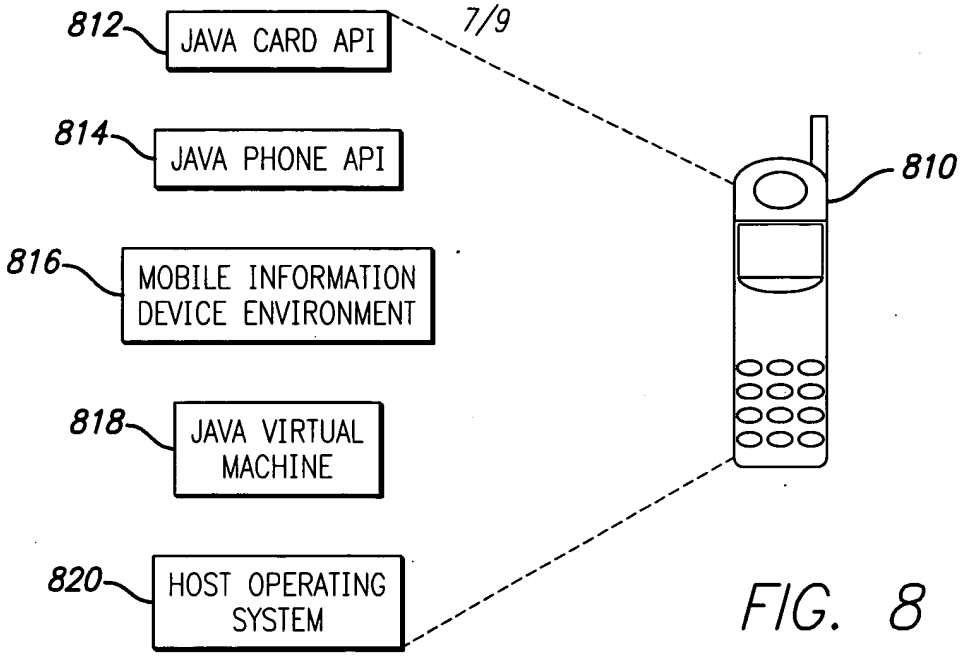

812
JAVA CARD API
814
JAVA PHONE API
816
MOBILE INFORMATION DEVICE ENVIRONMENT
818
JAVA VIRTUAL MACHINE
820
HOST OPERATING SYSTEM
810

FIG. 8

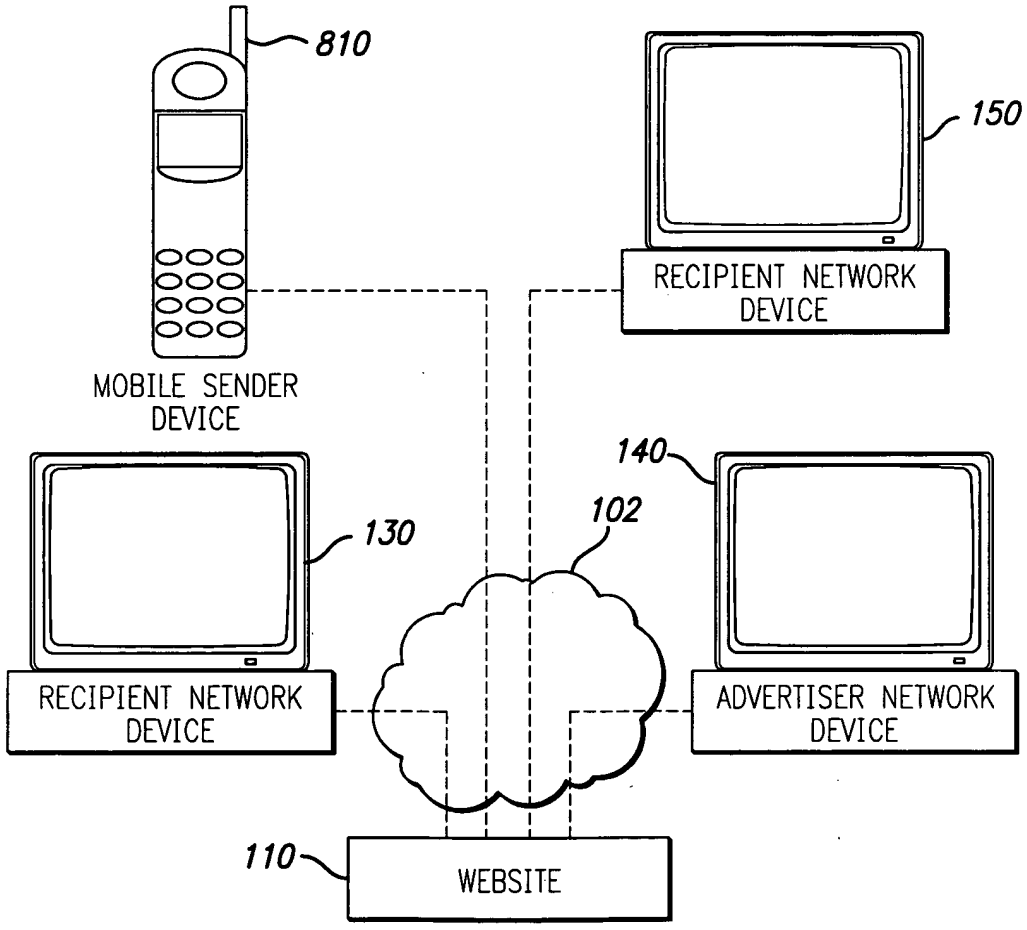

810
MOBILE SENDER DEVICE
150
RECIPIENT NETWORK DEVICE
140
130
102
RECIPIENT NETWORK DEVICE
ADVERTISER NETWORK DEVICE
110
WEBSITE

FIG. 9

30

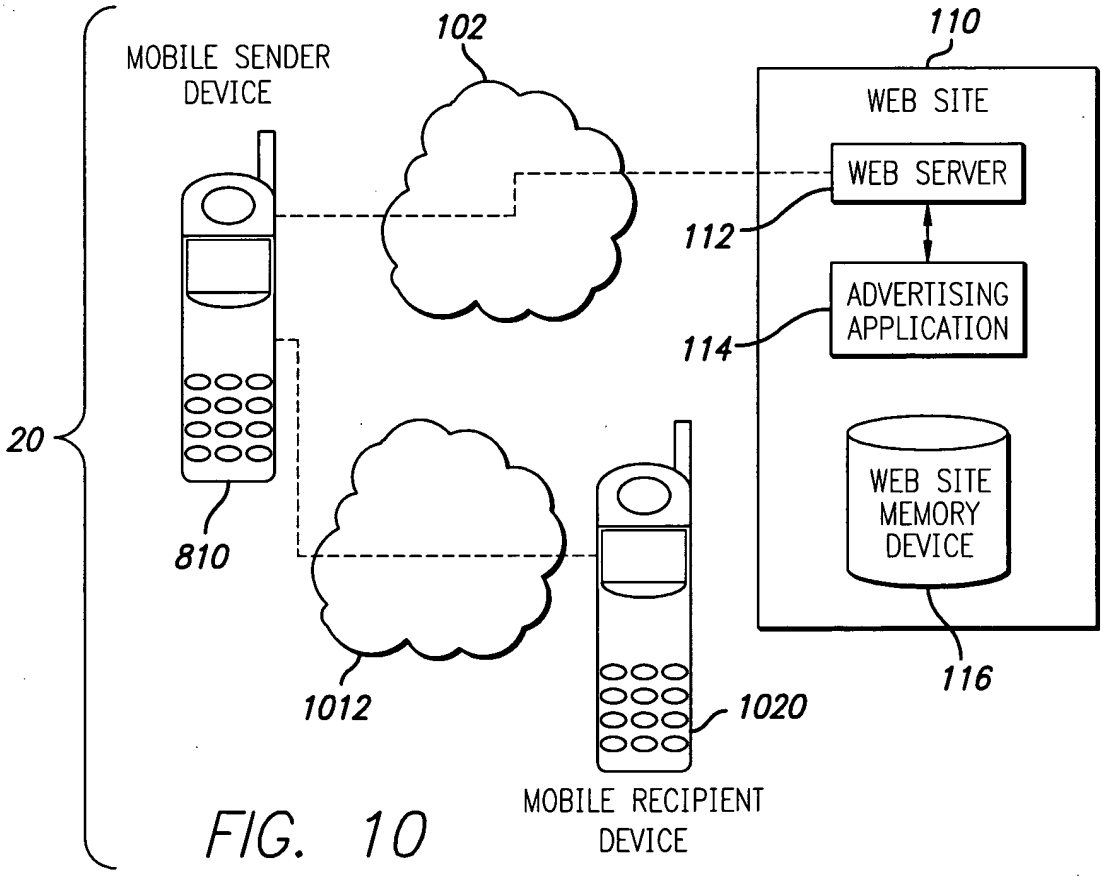
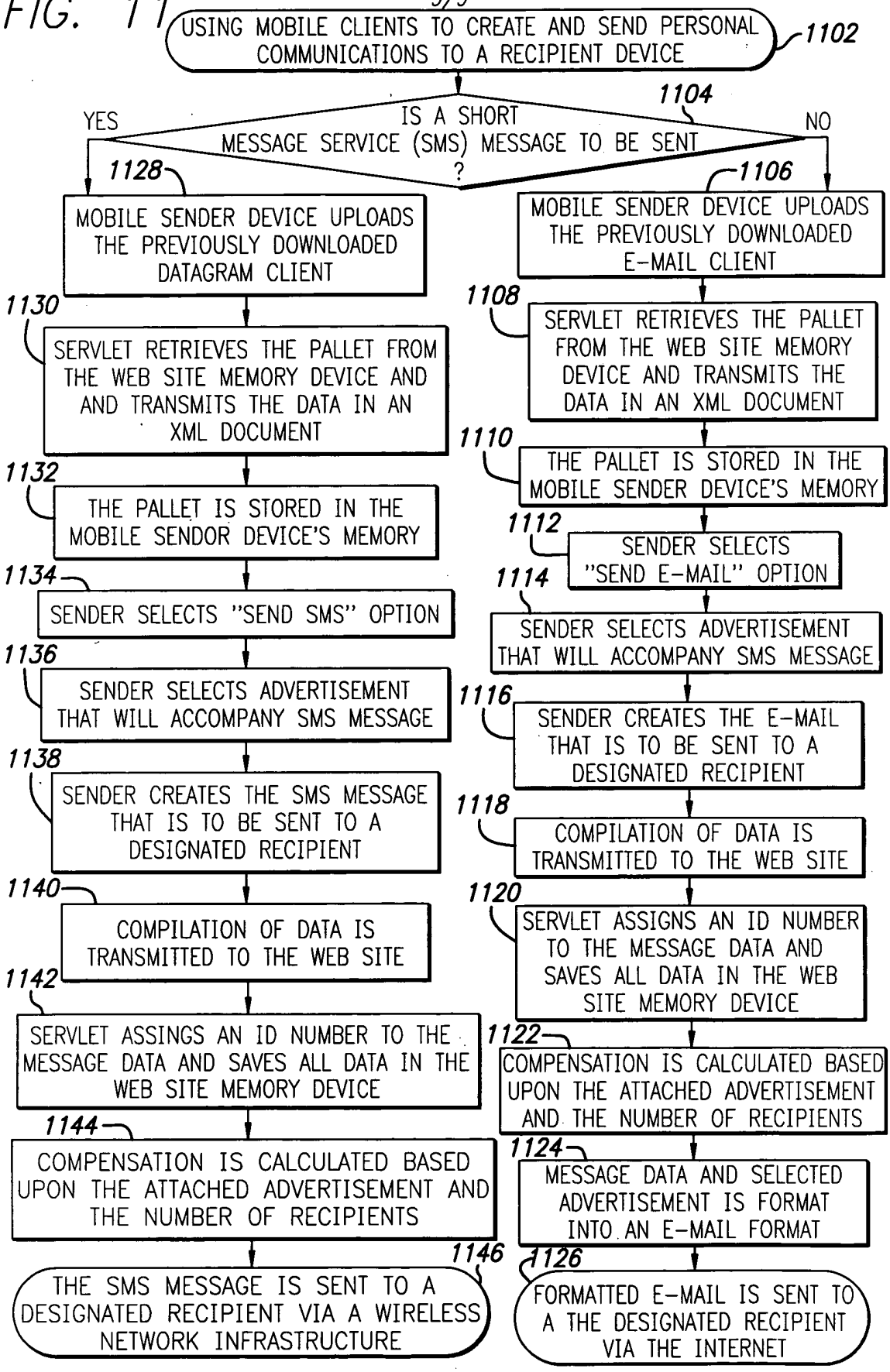

MOBILE SENDER DEVICE
102
110
WEB SITE
WEB SERVER
112
ADVERTISING APPLICATION
114
WEB SITE MEMORY DEVICE
116
20
810
1012
1020
MOBILE RECIPIENT DEVICE

FIG. 10

FIG. 11



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